

**ABSTRACT**

A moist wipe having a web of fibers stabilized as with a suitable binder, and the stabilized, dry web having an anionic surface charge not greater than about 1.2 meq/Kg. A cationic functional agent in an aqueous imbuement is added to the web which is partially adsorbed by the web and a portion of the agent remaining free. Because the anionic surface charge on the substrate is relatively low, there remains in the free aqueous medium a sufficient quantity of the functional agent deliverable to the surface to achieve the desired efficacy. The resulting web will adsorb a limited amount of the cationic functional agent in the aqueous imbuement, and thereby an adequate amount of the agent remains in the solution free of the web for deliverance to the surface, thereby obviating high loadings of the imbuement and the active functional agent.